



Publisher

Oxford University Press
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New York, NY 10016
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Society

**American Society of
Health-System Pharmacists**
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Advertising Representatives

Pharmaceutical Media, Inc.
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General Information

Editorial

The *American Journal of Health-System Pharmacy* (AJHP) is the official publication of the American Society of Health-System Pharmacists (ASHP). Established in 1943, it publishes peer-reviewed scientific papers on contemporary drug therapy and pharmacy practice innovations in hospitals and health systems. Articles in AJHP are abstracted and indexed in PubMed and many other scientific databases. AJHP is the most widely recognized and respected clinical pharmacy journal in the world.

Editor-in-Chief:
Daniel J. Cabaugh, Pharm.D., DABAT, FAACT

Managing Editor:
Maryam Mohassel, Pharm.D., BCPS

Editorial-Advertising Ratio: 90/10

Frequency: 22 print issues and 2 online issues

Policy on Placement of Advertising:
Advertising precedes and follows editorial.

Requirements for Acceptance of Advertising:
Advertising will be accepted subject to editorial approval.

Circulation

ASHP Section Membership Analysis*

Clinical Specialists	11,060
Inpatient Care Practitioners	10,141
Ambulatory Care Practitioners	7,229
Pharmacy Practice Managers	5,524
Pharmacy Informatics and Technology	2,190
Undesignated**	
Students	5,937
Other	1,924
TOTAL	44,005

* Section member counts include students and residents who have designated an ASHP section as their primary membership group.

** A subset of ASHP members, including students, do not self-designate a primary section membership group upon joining ASHP.

Print Circulation:	40,116
Digital-Only Subscribers:	3,889

Circulation Basis: Paid, Benefit of Dues

Circulation Verification: Sworn Statement

Print Advertising Rates

Black and White Rates

Frequency	Page	1/2 Page	1/4 Page
1x	\$5,410	\$3,680	\$2,310
6x	\$5,280	\$3,590	\$2,245
12x	\$5,155	\$3,500	\$2,190
24x	\$5,030	\$3,410	\$2,145
36x	\$4,900	\$3,325	\$2,085
48x	\$4,780	\$3,240	\$2,035
60x	\$4,670	\$3,160	\$1,985
72x	\$4,540	\$3,085	\$1,930
84x	\$4,430	\$3,010	\$1,875
96x	\$4,320	\$2,925	\$1,835
108x	\$4,210	\$2,860	\$1,790
120x	\$4,105	\$2,790	\$1,750

Color and Premium Rates (in addition to earned B/W rate)

Color Charges	Position Charges
Standard Color \$ 1,000	Cover 4 50%
Matched Color \$ 1,135	Cover 2 25%
4-Color Rate \$ 2,975	Table of Contents 10%

Insert Rates

Charged at the earned B/W rate times the number of pages.

Rates and Billing Policies

Earned Rates: Free ad pages are earned for ads of the same or smaller number of pages or for a credit against a larger unit.

Agency Commission: 15% of gross billing on space, color and preferred positions. Invoice terms, net 30 days.

Dual Responsibility: Billing directed to the advertising agency at the net rate is approved on condition that the advertiser accept "dual responsibility" for payment if the agency does not remit within 90 days.

Print Cancellations: Cancellations in advertising by the advertiser or its agency may not be made after the closing date unless otherwise agreed to by both parties in writing.

Advertising Incentive Programs

All pages placed by a company and its subsidiaries in ASHP publications (placed between January-December 2018), including *AJHP*, Meeting Programs and *ASHP News & Views* are combined for **earned frequency**. This includes all free insertions earned under the incentive opportunities listed below.

A. Continuity Rewards*:

- Run six (6) same product insertions in any issues throughout the calendar year and receive a seventh (7th) insertion free in any other 2018 issue.
- Run ten (10) same product insertions in any issues throughout the calendar year and receive two (2) free insertions in any other 2018 issue.

B. New Product Discount:

Advertise a new product and receive a 15% discount off the gross cost for the first three insertions.

C. Second Issue Discount:

Advertise in both issues in the same month and receive 20% off the second issue insertion.

* Free ad pages are earned for ads of the same or smaller number of pages or for a credit against a larger unit.



Cover-Tips/ Outserts

- Cover tips and Outserts are available for **high impact and maximum visibility.**
- Contact your sales representative for rates and available issues.

Issuance & Closing Dates

Issue Date	Space Closing	Materials	Inserts	Mail Date	Special Issues/Bonus Distribution
1/15	11/26	11/28	12/14	1/15	ASHP Foundation Pharmacy Forecast 2019
2/1	12/7	12/11	1/4	1/28	
2/15	12/28	1/2	1/21	2/12	
3/1	1/9	1/11	2/4	2/26	
3/15	1/25	1/29	2/19	3/12	
4/1	2/14	2/18	3/21	3/28	
4/15	2/26	2/28	3/19	4/16	
5/15	3/18	3/20	4/17	5/10	Summer Meetings Preliminary Program
6/1	4/8	4/10	5/3	5/24	BONUS DISTRIBUTION ASHP Summer Meetings & Exposition
6/15	4/30	5/1	5/21	6/11	
7/1	5/14	5/16	6/4	6/25	
7/15	5/30	6/3	6/19	7/10	National Prescription Drug Expenditures Trends and 2019 Projections
8/1	6/17	6/19	7/5	7/25	
8/15	7/1	7/3	7/19	8/8	ASHP National Survey of Pharmacy Practice in Hospital Settings
9/1	7/15	7/17	8/1	8/27	Pharmacy Leaders Conference National Pharmacy Preceptors Conference Preliminary Program Issue
9/15	7/26	7/30	8/20	9/12	
10/1	8/8	8/12	8/30	9/25	
10/15	8/22	8/26	9/17	10/10	Midyear Clinical Meeting Preliminary Program
11/1	9/5	9/9	9/27	10/22	
11/15	9/20	9/24	10/15	11/7	
12/1	10/8	10/10	10/23	11/20	BONUS DISTRIBUTION ASHP Midyear Clinical Meeting
12/15	10/28	10/30	11/15	12/9	

Bonus Distribution

ASHP Summer Meetings & Exhibition
June 8-12, 2019
Boston, MA

ASHP Midyear Clinical Meeting
December 8-12, 2019
Las Vegas, NV

Print Specifications

Mechanical Specifications

Trim Size: 8 1/8" x 10 7/8"

Live Area: 7 5/8" x 10 3/8"

Binding: Perfect

Paper Stock:

a. Cover: 100lb enamel

b. Body: 50lb enamel

Halftone Screen: 150

Disposition of Material: Material will be held for one year from last date of issue used and then destroyed unless other instructions are given to publisher.

Reproduction Requirements (ROB)

Ad Sizes, Bleed

Page Sizes, Bleed	Width	Height
Spread	16-1/2"	11-1/8"
Full page	8-3/8"	11-1/8"

Keep all live matter 1/2" away from trim edges. Bleed requires 1/8" from all sides. Do not place small elements, such as body text, within 1/4" of the gutter, as these will not be visible in the fold.

Ad Sizes, Non Bleed

Page Sizes, Non-Bleed	Width	Height
Full page	7"	10"
1/2 page horizontal	7"	4-3/4"
1/2 page vertical	3-1/4"	10"
1/4 page	3-1/4"	4-3/4"

Electronic Submission of Advertising Materials:

PDF files only.

PDF files must be 300 dpi high-resolution CMYK and conform to PDF/X-1a standard.

Post creative to:

Address: ftp://ftp.pminy.com

Log in: pmiftpuser

PW: \$130Sales

Folder: AJHP materials folder

Send email notification to

Stagliaferro@pminy.com

Insert Requirements

Delivered Size: 8 1/2" x 11 1/4"

Trim: 1/8" from all 4 sides; jogs to head

Quantity: 48,000 per issue

All inserts must be furnished printed, folded, untrimmed, and ready to bind. Keep all live matter 1/2" away from trim edges. Do not place small elements, such as body text, within 1/4" of the gutter, as these will not be visible in the fold.

Cover Tips

Maximum Size: 5" high x 8-1/8" wide.

Minimum Size: 4" high x 6" wide (smaller sizes may run on the equipment but samples need to be reviewed before approval. Additional set up fees may apply)

Stock: 50# minimum; 80# maximum

Quantity: 48,000 per issue

Fixation: Tipped with removable glue

Outserts

Maximum Size: 8" x 10-7/8"

Maximum Weight: 3.3 oz.

Quantity: 48,000 per issue

Ship to:

AJHP [identify issue]

Dartmouth Printing Co.

Attn: Donna Hendee

69 Lyme Road

Hanover, NH 03755

Ph: 603-653-7208

Delivery Specifications:

Packing: Carton packing preferred (counter-stacking the pieces as needed) or placed in gaylords (in bundles of 20 or 25 without shrink wrap or rubber bands) for shipment.

Labeling: All shipments should include Journal name (AJHP), description of item, quantity per carton, total number of cartons in shipment, account manager's name, and issue date.

Hours: Shipments accepted Monday through Friday 7:00am-9:00pm.

Send All Contracts and Insertion Orders to:

Attn: Susan Tagliaferro

Pharmaceutical Media, Inc.

30 East 33rd Street

New York, NY 10016

Email: Stagliaferro@pminy.com

Phone: 212-904-0378

Digital Media Opportunities



ASHP.org & AJHP.org Banner Ads

- Averaging over 713,000 page views per month
- Averaging over 175,000 unique visitors per month

Ad Sizes:

728x90, 300x250, 160x600 & 300x50

Impressions per month

Global: 620,000

US: 500,000

Cost: \$75 CPM Net

Emails

AJHP eTOC

- Twice monthly deployments
- Distributed to 12,100+ opt-in recipients
- One advertiser per email
- 728x90 (both top and bottom of eTOC)
- 14.1% Open Rate

Cost:

1x	\$1,600 Net
3x	\$1,550 Net
6x	\$1,500 Net
12x	\$1,450 Net

ASHP General NewsLink

eNewsletter keeping members informed of the latest news and issues affecting health-system pharmacy

- Distributed weekly to 32,000+ opt-in recipients
- 15.3% Open Rate
- 728x90 located on top of page, limited to one advertiser per email

Cost: \$2,800 net per email

Send Contracts & Materials to:

Michael Perlowitz
 Pharmaceutical Media, Inc.
 Email: mperlowitz@pminy.com
 Phone: 212-904-0374

ASHP Section NewsLinks:

Deployed in Feb, April, June, Aug, Oct, Dec

ASHP Inpatient Care Practitioners NewsLink:

- Deployed on 4th Friday of Month
- Distributed to 21,100+ opt-in recipients (14.9% Open Rate)

Cost: \$1,665 net per email

ASHP Pharmacy Informatics and Technology NewsLink:

- Deployed on - 3rd Friday of Month
- Distributed to 10,500+ opt-in recipients (13.8% Open Rate)

Cost: \$785 net per email

ASHP Pharmacy Practice Managers NewsLink:

- Deployed on 2nd Friday of Month
- Distributed to 13,500+ opt-in recipients (16.5% Open Rate)

Cost: \$1,050 net per email

ASHP Clinical Specialists and Scientists NewsLink:

- Deployed on 4th Friday of Month
- Distributed to 20,000+ opt-in recipients (15.5% Open Rate)

Cost: \$1,575 net per email

ASHP Ambulatory Care Practitioners NewsLink:

- Deployed on 3rd Friday of Month
- Distributed to 15,600+ opt-in recipients (14.6% Open Rate)

Cost: \$1,135 net per email

ASHP New Practitioners NewsLink:

- Deployed monthly on 1st of Month
- Distributed to 7,000+ opt-in recipients (14.7% Open Rate)

Cost: \$585 net per email

ASHP Student Pharmacists NewsLink:

- Deployed bimonthly (Jan, March, May, July, Sept, Nov) on 1st of Month
- Distributed to 15,800+ opt-in recipients (13.7% Open Rate)

Cost: \$1,225 net per email

NEW for 2019

Specialty Pharmacy eNewsLink

Deployed bimonthly (Jan, March, May, July, Sept, Nov) on 1st of Month

Consult your sales representative for more information